

• **SUCCESS STORY:**
North City Congress



Founded in 1963, North City Congress (NCC), located at 1438 North Broad Street, is the largest community-based provider of

services to the elderly in North Central Philadelphia. The agency seeks to improve the social and personal well-being of individuals age 60+, especially those who are isolated and/or who have functional/ cognitive disabilities.

Housed within the NCC building, the agency's North Broad Street Senior Center provides innovative, high-quality cultural, social, educational and recreational activities that nurture attendees' personal development, talents and interests. In addition, the center focuses on preventive, long-term health needs; offers access to a wide range of essential human and social services; provides congregate meals; and encourages senior citizen partnership and involvement at all levels of ability.

An In-Home Support Program administered at the center reaches out to homebound seniors in North Central Philadelphia with services to prevent or postpone further decline and help them regain independence. Consumers receive services delivered in their home, including counseling and assistance with accessing benefits and entitlements. Some services, such as shopping and housekeeping, are provided on a short-term basis to consumers who need this type of assistance. In addition, consumers may be eligible for home-delivered meals, transportation and other services for an extended period of time.

Services are provided at no fee, but consumers may choose to make a financial contribution towards the cost of services they receive.

The center offers numerous volunteer opportunities through the RSVP program and its Advisory Council.

For more information on NCC's senior programs and services, including the North Broad Street Senior Center and the In-Home Support Program, call 215-978-1300 or visit www.north-city.org

EMERGENCY FUND COALITION BULLETIN

News and resources for those serving emergency needs of older Philadelphians | SUMMER 2011

• Dear Reader



Pictured above at the Emergency Fund Coalition for Older Philadelphians Luncheon (from left) are Holly Lange, senior vice president of Philadelphia Corporation for Aging (PCA), which administers the Emergency Fund on behalf of the coalition; Michael D. Blum, PCA Board chair; Beatriz Vieira, vice president of philanthropic services at The Philadelphia Foundation; Andrew Swinney, president of The Philadelphia Foundation; and Barbara Waynant Murphy, PCA Board member.

The Emergency Fund Coalition's annual luncheon and silent auction fundraiser raised nearly \$22,000. Held at Cannstatter's Catering in Northeast Philadelphia, the event honored The Philadelphia Foundation for its strong support. The foundation's \$120,000 donation helped ensure that the fund could continue to operate last winter, at a time when fund resources were critically low.

More than 210 attendees enjoyed a delicious menu; silent auction with a wide array of items; and entertainment by pianist Wojciech Hollander. The event featured keynote speaker Marci Phillips, director of public policy and advocacy for the National Council on Aging's Economic Security Initiative. Kathleen Bryson, senior program manager of the Consumer Credit Counseling Service of Delaware Valley, served as host. Thanks to everyone involved!

Our coalition will now turn its attention to planning the 2012 Emergency Fund fundraisers. With the economy's recovery still uncertain, the need to raise money for the fund is all the more vital.

We appreciate all those who have contributed time, money and, in some cases both, for helping to carry out and expand the work of the coalition this past year. Many seniors have benefited from these contributions.

The Emergency Fund Coalition now has 24 members! We are pleased to announce our newest members: Bayada Nurses and the Consumer Credit Counseling Service of Delaware Valley. Welcome aboard!

Sincerely,

Handwritten signature of Darryl Averett.

Darryl Averett, EF Coalition Co-Chair
Director
North Broad Street Center
of North City Congress

Handwritten signature of Charles Brown.

Charles Brown, EF Coalition Co-Chair
Director
Philadelphia Senior Center
In-Home Support Program

Program Brings Information Directly to the Community

PCA brings vital information to the public about senior programs, services and entitlements through its Community Outreach Program (COP). COP representatives make presentations and distribute brochures at events throughout the city, such as faith-based gatherings, health fairs, senior expos and block parties. PCA's outreach program is offered as a free service to the community.

"We know there are seniors and families in Philadelphia who need assistance, but don't know where to turn. A big part of our mission is to inform the community of available programs and services for seniors and those with disabilities," said Rick Spector, PCA community relations director.

Presentation topics can include PCA services, home health care, prescription drug benefits, programs for low-income seniors and more.

Translation and printed materials are available in a variety of foreign languages.

In 2010, PCA's outreach program provided information to more than 27,000 people at 403 community events.

To schedule a COP presentation or information table, contact Rick Spector at 215-765-9000, ext. 4247 or by e-mail at rspector@pcaphl.org.

● CASE STUDY

Polish American Social Services (PASS)

(Submitted by: Fran Kwiatkowski, Social Services Representative)

Polish American Social Services' (PASS) mission is to help at-risk, low-income constituents cope with financial and aging-related issues. PASS offers comprehensive benefits counseling, advocacy, information/referral and emergency services, especially for those with cultural and language barriers to self-sufficiency. We also help people negotiate the social services delivery network, so they can access all the help available to them.

One particularly cold Friday this past February, I received a call from Ms. L., who said that her house was freezing because she had run out of heating oil. After exhausting the funds from her LIHEAP and CRISIS grants and the money she had borrowed from her sister, she related that she had run out of money to pay for any more oil and was using her gas stove for heat.

At 64, Ms. L. has suffered three major heart attacks and survives on a monthly Social Security Disability income of \$664.

I contacted PCA's Emergency Fund and placed a request for oil on her behalf. Ms. L. received the oil the next day, which provided her with the heat she needed during the remainder of the winter. Her gratitude for this vital aid and the appreciation expressed by many others like her who receive Emergency Fund assistance with fuel, food and other basic needs, helps make my job at PASS extremely gratifying.

● EFC MEMBERS

- AGAPE AFRICAN SENIOR CITIZENS CENTER
- ALBERT EINSTEIN MEDICAL CENTER
- BAYADA NURSES
- CENTER AT JOURNEY'S WAY
- CENTER FOR ADVOCACY FOR THE RIGHTS AND INTERESTS OF THE ELDERLY (CARIE)
- CONSUMER CREDIT COUNSELING SERVICE OF DELAWARE VALLEY
- HADDINGTON MULTI-SERVICES FOR OLDER ADULTS, INC.
- HEALTHY CAREGIVER FOUNDATION
- JEWISH FAMILY AND CHILDREN'S SERVICE OF GREATER PHILADELPHIA
- KLEIN AND STIFFEL JEWISH COMMUNITY CENTERS
- LIBERTY LUTHERAN SERVICES/ LUTHERAN CHILDREN AND FAMILY SERVICE
- MAYOR'S COMMISSION ON SERVICES TO THE AGING
- NEWCOURTLAND
- NORTH CENTRAL VICTIM SERVICES
- NORTH CITY CONGRESS
- PACIFIC RIM RESOURCE CENTER
- PHILADELPHIA CORPORATION FOR AGING (PCA)
- PHILADELPHIA SENIOR CENTER
- PHILIP JAIHOHN MEMORIAL CENTER
- POLISH AMERICAN SOCIAL SERVICES
- THE SALVATION ARMY
- SENIORLAW CENTER
- SOUTHWEST SENIOR CENTER
- UTILITY EMERGENCY SERVICES FUND

Save These Dates!

Monday, September 19 through Thursday, September 22: Regional Conference on Aging at PCA

The conference will offer 40 outstanding sessions to choose from, at much lower prices than previous fall conferences. Come to learn; get energized; mingle with professionals in aging services from across the region; and share ideas and best practices. Among the offerings will be: "Healthcare Reform and Older Americans Act Updates;" "Caregivers: What Every Professional Needs to Know;" "Older Driver Fitness: How to Recognize Problems, Start Difficult Conversations and Access Promising Alternatives;" and "Next Steps: Helping People Over 50 Discover What's Next."

Information will be available at www.pcaCares.org.

Wednesday, November 9: Winter Resources Training at PCA

Energy prices this upcoming winter will likely prove very challenging for Philadelphia's low-income elderly. To address this challenge, PCA will present its 4th annual Winter Resources training on Wednesday, November 9, from 1:30 to 4:30 p.m. The event utilizes a "train-the-trainer" model. Community workers will be invited to learn from experts about a variety of energy assistance programs and other benefits, including any updates to these programs and benefits, to help the elderly access the resources they need during the winter of 2012.

Registration information will be available early this fall.